

EXHIBIT 29

ROBERT BOWLSBY
IN RE: COLLEGE ATHLETE NIL LITIGATION

October 24, 2023

1

1 IN THE UNITED STATES DISTRICT COURT
2 FOR THE NORTHERN DISTRICT OF CALIFORNIA
3 OAKLAND DIVISION

4
5 IN RE:
6 COLLEGE ATHLETE NIL
7 LITIGATION

*
* NO. 4:20-CV-03919 CW
*
*
*

8
9
10 -----
11 ORAL AND VIDEOTAPED DEPOSITION OF
12 ROBERT BOWLSBY
13 OCTOBER 24, 2023
14 -----
15

16 ANSWERS AND DEPOSITION OF ROBERT BOWLSBY,
17 a witness produced at the instance of the
18 Plaintiff, taken in the above styled and
19 numbered cause, on the 24th day of October, 2023
20 from 9:20 a.m. to 12:42 p.m., before Gail
21 Spurgeon, a Certified Court Reporter in and for
22 the State of Texas, at the offices of Sidley &
23 Austin, 2021 McKinney Avenue, Suite 2000, City
24 of Dallas, County of Dallas, and State of Texas,
25 pursuant to the Federal Rules of Civil
Procedure.

ROBERT BOWLSBY
IN RE: COLLEGE ATHLETE NIL LITIGATION

October 24, 2023

18

1 just sad. And as I say, it was unnecessary.

2 Q (BY MR. GREENSPAN) Is the principal
3 benefit that conference alignment is intended to
4 generate more TV money?

5 MS. ZAMBRANO: Objection,
6 form.

7 A. There are a number of reasons why
8 conference realignment took place. Some of them
9 are pretty good reasons; some of them are not
10 very good reasons. I think it depends a little
11 bit on the individual institution. There are
12 those who were -- out of necessity, found
13 themselves transitioning to a different
14 conference. There are those who -- who saw an
15 opportunity and sought it. So I don't think
16 there's a way to give a broad-stroke answer to
17 that. I think it's an individual institutional
18 assessment of what their needs are.

19 Q (BY MR. GREENSPAN) Do you agree that
20 pursuing media dollars is a significant factor
21 in conference realignment?

22 MS. ZAMBRANO: Objection,
23 form, asked and answered.

24 You can answer.

25 A. It's a factor.

ROBERT BOWLSBY
IN RE: COLLEGE ATHLETE NIL LITIGATION

October 24, 2023

20

1 and the other eight, you'll play some of them
2 and some them you won't play. Those are --
3 those are things that disrupt traditional
4 rivalries. And traditional rivalries are a big
5 part of why fans turn out.

6 MR. GREENSPAN: I'm going to
7 mark as Exhibit 646 the deposition of Robert A.
8 Bowlsby and this is from December 15, 2016. So
9 the record is clear, this is his individual
10 deposition. We took a 30(b) (6) deposition where
11 Mr. Bowlsby testified the same day.

12 (Exhibit No. 646 introduced.)

13 A. Do you have a particular citation you
14 want me to --

15 Q. (BY MR. GREENSPAN) Yes, sir. If you
16 could turn to page 39. And if you look at line
17 6 to 14, I asked you a question. You responded,
18 "I said that." I'm going to read it for the
19 record and simply ask if you still agree with
20 this today.

21 "We've tried to legislate competitive
22 equity, and it really has never existed. We win
23 more than 90 percent of the national
24 championships in those 65 schools, and it's been
25 that way for a very long time."

ROBERT BOWLSBY
IN RE: COLLEGE ATHLETE NIL LITIGATION

October 24, 2023

21

1 Do you agree with that statement as
2 you sit here today, Mr. Bowlsby?

3 A. I believe that it's correctly stated
4 and I agree with -- and agree -- still agree
5 with it today.

6 Q. And the 65 schools refer to the
7 Autonomy 5 or the Power 5 schools?

8 A. Generally speaking.

9 Q. Okay.

10 MR. GREENSPAN: I'm going
11 to mark next as 647 a document with
12 the Bates stamp BIGTEN-NIL 391645.

13 THE WITNESS: Are we
14 finished with this one or --

15 MR. GREENSPAN: Yes.

16 THE WITNESS: -- are we
17 going to go back to that one?

18 MR. GREENSPAN: We may.

19 THE WITNESS: Okay.
20 Should I just keep it here?

21 MR. GREENSPAN: Sure.

22 (Exhibit No. 647 introduced.)

23 Q (BY MR. GREENSPAN) And the -- the
24 subject of the document is Football Media Days
25 Briefing Book Example.

**ROBERT BOWLSBY
IN RE: COLLEGE ATHLETE NIL LITIGATION**

October 24, 2023
95

1 So it's -- it's correct, then, that a
2 school can be Title IX compliant not with
3 spending more money on men's sports than women's
4 sports?

5 MS. ZAMBRANO: Objection,
6 form.

7 A. It is correct that you can be in
8 complete compliance without spending the same
9 amount of money on both -- both genders.

10 Q (BY MR. GREENSPAN) Okay.

11 A. See how easy that was.

12 Q. Did you?

17 A. I don't have specific knowledge
18 because we didn't -- we didn't seek those --
19 those numbers. And it's not all numbers but
20 it's -- a lot of it is numbers. But my
21 understanding is that all -- all of our members
22 are Title IX compliant. But it's an
23 institutional responsibility, you understand,
24 not a -- not a conference responsibility.

25 Q. I understand. Do you have any

ROBERT BOWLSBY
IN RE: COLLEGE ATHLETE NIL LITIGATION

October 24, 2023

135

1 IN THE UNITED STATES DISTRICT COURT
2 FOR THE NORTHERN DISTRICT OF CALIFORNIA
3 OAKLAND DIVISION
4

5 IN RE: *
6 * NO. 4:20-CV-03919 CW
7 COLLEGE ATHLETE NIL *
8 LITIGATION *
9

10 REPORTER'S CERTIFICATION
11 ORAL AND VIDEOTAPED DEPOSITION OF
12 ROBERT BOWLSBY
13 OCTOBER 24, 2023
14

15 I, GAIL SPURGEON, Certified
16 Shorthand Reporter in and for the State of
17 Texas, hereby certify to the following:
18

19 That the foregoing deposition of
20 ROBERT BOWLSBY was reported by me
21 stenographically at the time and place
22 indicated, said witness having been placed under
23 oath by me, and that the transcript is a true
24 record of the testimony given by the witness;

25 I further certify that pursuant to
FRCP Rule 30(f)(1) that the signature of the
deponent:

X was requested by the deponent or
a party before the completion of the deposition
and is to be returned within 30 days from date
of receipt of the transcript. If returned, the
attached Changes and Signature Page contains any
changes and the reasons therefor;

_____ was not requested by the
deponent or a party before the completion of the
deposition;

I further certify that the amount of time
used on the record:

DAVID L. GREENSPAN - 2:18
ANGELA ZAMBRANO - 0:27

ROBERT BOWLSBY
IN RE: COLLEGE ATHLETE NIL LITIGATION

October 24, 2023

136

1 I further certify that I am neither
2 counsel for, related to, nor employed by any of
3 the parties or attorneys in the action in which
4 this proceeding was taken, and further that I am
5 not financially or otherwise interested in the
6 outcome of the action.

7 Given under my hand this the 25th
8 day of October, 2023.

9 

10 _____
11 GAIL SPURGEON
12 Texas CSR 1718
13 Expires: 11/30/24
14 CRF-286
15 Esquire Deposition Solutions, LLC
16 3838 Oak Lawn Avenue
17 Suite 1000
18 Dallas, Texas 75219
19 404.443.7134
20
21
22
23
24
25

ERRATA SHEET FOR DEPOSITION TRANSCRIPT OF

Robert Bowlsby

Deposition Date: October 24, 2023

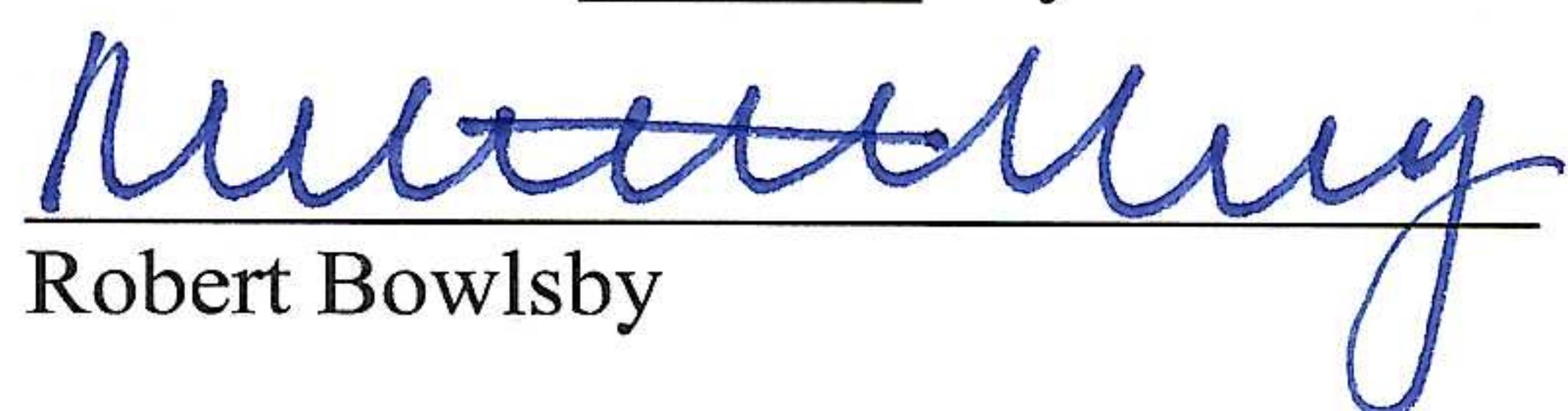
In Re College Athlete NIL Litigation, Case No. 4:20-cv-03919-CW

Page	Lines	Transcript Text	Corrected Text	Reason for Change
9	5	“I did not.”	“I did not go back and review any of the testimony I gave in the Alston litigation.”	Clarification based on inaccuracy in question (“Austin” rather than “Alston”)
14	3	“counsel”	“Council”	Transcription Error
25	14	“counsel”	“Council”	Transcription Error
32	23	“they”	“there”	Transcription Error
59	16	“Wilkins””	“Wilken”	Transcription Error
60	25	“asked”	“answered”	Transcription Error
77	6	“work way”	“work your way”	Transcription Error
77	10	“is a for a”	“is for a”	Transcription Error
78	16	“million -- nor 110”	“million -- 110”	Transcription Error
82	25	“calories”	“salaries”	Transcription Error
87	3	“institutions”	“institution”	Transcription Error
92	1	“costs money”	“costs more money”	Transcription Error
102	12	“one starts”	“one that starts”	Transcription Error
110	24	“develop”	“development”	Transcription Error
117	25	“Of”	“Or”	Transcription Error

I, Robert Bowlsby, do hereby certify that I have read my deposition transcript dated October 24, 2023. The changes and corrections to my deposition transcript set forth above are necessary to render the same true and correct. Having made such changes, I hereby subscribe my name to the deposition. I declare, under penalty of perjury that the foregoing is true and correct.

Executed this 7th day of December, 2023, at Dallas, TX

(City/State)



Robert Bowlsby